Sponsorship Kit
Planning Unlocked: New Times, Better Places, Stronger Communities
ISOCARP World Planning Congress 2021
Doha, Qatar | 8-11 November 2021

International Society of City and Regional Planners | www.isocarp.org
You are invited to join the International Society of City and Regional Planners (ISOCARP) in Doha, Qatar, for the 2021 ISOCARP World Planning Congress from 8-11 November 2021. The ISOCARP World Planning Congress will bring together decision-makers and politicians, leading urban managers, academics and practitioners as well as private sector from around the world to explore urban solutions, out-of-the-box ideas and innovative strategies to both, unlock the challenges of planning and to plan the unlocked, post-pandemic futures of our cities. High-level speakers will present and discuss urban solutions, plans, projects, case studies, researches, evaluations, theories and methodologies.
INTERNATIONAL SOCIETY OF CITY AND REGIONAL PLANNERS – ISOCARP

The International Society of City and Regional Planners (ISOCARP) is a global association of experienced professional planners. It was founded in 1965 in a bid to bring together recognised and highly qualified planners in an international network. The ISOCARP network consists of both individual and institutional members from over 90 countries. ISOCARP is a non-governmental organization recognised by the UN, UNCHS and the Council of Europe and has a formal representative status with UNESCO. The objectives of ISOCARP include the improvement of planning practice through the creation of a global and active network of planners. ISOCARP encourages the exchange between planners, promotes the profession in all aspects, stimulates research, improves education and training, increases information and awareness on major planning issues.

57TH ISOCARP WORLD PLANNING CONGRESS

The Society’s main event is the annual International Planning Congress, which focuses on an international planning theme. The congress takes place in a different country every year. This year, it will be held in Doha, Qatar, where more than 700 urban professionals and decision-makers from all over the world will gather to discuss the Congress theme “Planning Unlocked: New Times, Better Places, Stronger Communities”.

How do we unlock and build back better post-pandemic cities and communities? Urban and territorial planning is the vaccine. It can only be effective when applied worldwide and accessible to all people. The new planning vaccine needs to enable innovative ideas and strategies to achieve more sustainable territories and implement urban green deals.

We live in exceptional times, of which the “Covid shock of 2020” is only the most recent symptom. Cities and nations worldwide have been grappling with appalling socio-economic inequalities, failing infrastructure, and the prospect of climate catastrophe for a long while. Against a future of more pandemics, ecosystem meltdown, and social unrest, there is only one remedy – planning better, safer, fairer cities. But is spatial planning up to the task? The traditional concepts, methods, tools, and agents of urban and territorial planning seem woefully inadequate. We need new solutions, out-of-the-box thinking, and innovative ideas and strategies. The main idea associated with the 57th World Planning Congress theme is to unlock our minds and provide planning advocates and practitioners a fresh, new start.

The 2021 World Planning Congress will be staged in Msheireb Downtown Doha, a unique and ambitious downtown urban regeneration project. It revived the old district with a new architectural language that is modern, yet inspired by traditional Qatari heritage and architecture. Msheireb Downtown Doha aspires to become a new social and civic hub in the centre of the city – where it is enjoyable to live, work, experience culture and simply walk or cycle around with family and friends.
CONGRESS SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Showcase your activities, services and products during the 57th ISOCARP Congress to an expert audience. The congress brings together decision-makers, policymakers and the private sector in a professional setting of international experts, a unique opportunity for enterprises and institutions to introduce their activities.

2021 ISOCARP CONFERENCE TARGET MARKET PROFILE

• ISOCARP members worldwide (members across more than 90 countries)
• Public sector, including national, regional and local authorities, municipal urban planning departments, NGOs and international organisations
• Academic institutions, including universities, research centres, publishers
• Private sector, incl. consultancies, infrastructure solution suppliers, other industries

By selecting a sponsorship opportunity from the list below you will receive the exposure from the deliverables outlined under that sponsorship, in addition to the level benefits associated with the EUR amount.

SPONSORSHIP PACKAGES OVERVIEW

PLATINUM OPPORTUNITIES € 15,000

Main Keynote Speech € 15,000
• Platinum benefits
• Speech during opening / congress session related to topic
• Logo will be displayed on all documents of the conference
• Acknowledgement of sponsorship in all congress talks and materials

Thematic Session Seminar € 15,000
• Platinum benefits
• Item presentation with high attendance during a 3 hours seminar
• Logo will be displayed on all documents of the conference
• Acknowledgement of sponsorship in all congress talks and materials

Final Evening Social Event € 15,000
• Platinum benefits
• Item presentation included during Final Event
• Logo will be displayed on all documents of the conference
• Acknowledgement of sponsorship in all congress talks and materials
### GOLD OPPORTUNITIES

**Welcome reception**  
€ 10,000  
- Gold benefits  
- Logo will be featured on Welcome Reception signage  
- Sponsor can provide promotional item if desired  
- Acknowledgement of sponsorship in all promotion of Welcome Reception

**UPAT’s Workshop presentation**  
€ 10,000  
- Gold benefits  
- Logo will be featured at 90 minutes UPAT Workshop presentation (parallel workshop)  
- Sponsor can provide promotional mention if desired  
- Acknowledgement of sponsorship in all promotion of UPAT Workshop presentation

**ISOCARP World Congress Printed Review**  
€ 10,000  
- Gold benefits  
- Logo will be featured on back cover of Congress Review  
- Congress Review is one of the highest valuable contribution to the profession today  
- Full-page mention included on second page of the Congress Review  
- Congress Review to be distributed at registration and part of the congress bag

### SILVER OPPORTUNITIES

**Side-Event Participation**  
€ 7,500  
- Silver benefits  
- Attendance and participation to a 1-hour side-event discussion  
- Sponsor can provide promotional mention if desired  
- Acknowledgement of sponsorship in all promotion of side-event

**ISOCARP Awards luncheon**  
€ 7,500  
- Silver benefits  
- Logo will be featured on Luncheon signage  
- Sponsor can provide promotional item at each place setting  
- Acknowledgement of sponsorship in all promotion of ISOCARP Awards Luncheon

**ISOCARP World Congress Printed Program Brochure**  
€ 7,500  
- Silver benefits  
- Logo will be featured on front cover of printed congress program  
- Full-page advertisement on back cover  
- Congress Programs to be distributed at registration and part of the congress bag
ISOCARP World Planning Congress 2021

BRONZE OPPORTUNITIES € 4,000

YPP’s Workshop presentation € 4,000
• Gold benefits
• Logo will be featured at 90 minutes YPP Workshop presentation (parallel workshop)
• Sponsor can provide promotional mention if desired
• Acknowledgement of sponsorship in all promotion of YPP Workshop presentation

ISOCARP Delegate Bag € 4,000
• Bronze benefits
• Sponsor to provide 750 reusable bags featuring company logo/design or message
• Delegate bags will be distributed at registration

Refreshment breaks € 4,000
• Bronze benefits
• Logo will be featured on signage throughout meal areas during refreshment break
• Acknowledgement of sponsorship in promotion of refreshment break

SIMPLE SPONSOR € 2,000

SIMPLE VIRTUAL SPONSOR € 1,000
(LOGO WILL BE FEATURED ONLY ONLINE DURING VIRTUAL CONGRESS)

EXHIBITION BOOTH PACKAGE € 700 - 2,000

ADVERTISING CONGRESS PROGRAMME € 500 – 2,000
SPONSOR BENEFITS

- Support the ideas of city and regional planning both nationally and globally
- Reward partners, clients and staff with learning and networking
- Media opportunities from publicity generated by the event
- Exposure to an interested, relevant and influential audience before, during and after the event
- Be acknowledged for contribution to the industry
- Recognition of sponsoring organisation’s efforts in promoting skills and knowledge to other markets through technology, transfer, training and sustainable local industry development
- The opportunity to provide promotional literature and research to target market
- Increased opportunity for extremely targeted brand placement
- Access to all Conference sessions which will increase networking opportunities whilst providing valuable industry education and updates
- The opportunity to increase knowledge of standards, methodologies and their application
- More than 700 congress delegates

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status of ISOCARP partner over the period of two years</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Acknowledged major sponsor in all marketing</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in congress programme</td>
<td>½ Page Colour</td>
<td>¼ Page Colour</td>
<td>¼ Page Colour</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Acknowledged with company logo in all congress publications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Complimentary exhibition space</td>
<td>Two Panels</td>
<td>Two Panels</td>
<td>One Panel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company’s promotional material displayed for distribution at the congress in the vicinity of the registration desk</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company’s promotional material displayed for distribution</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary registrations to the entire congress</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Complimentary congress dinner</td>
<td>4 tickets</td>
<td>2 Tickets</td>
<td>1 Ticket</td>
<td></td>
<td></td>
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<tr>
<td>Complimentary congress material and publications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Company’s website linked to ISOCARP website four months prior to the congress</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Company’s website linked to ISOCARP website two months prior to the congress</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Link from ISOCARP website to company’s site during the congress</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Verbal acknowledgement in the closing session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Certificate of Appreciation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
VENUE AND DRAFT PROGRAMME

The congress programme offers several opportunities to sponsors to be visible and to speak: during the session “Plenaries” (presentations, business meetings), during the “Side-events, Sessions, Seminars, Roundtables”, or simply during the coffee breaks at the exhibition hall.

PROVISIONAL SCHEDULE
BOOKING FORM SPONSORSHIP PACKAGES

Contact details:
Mr□ Ms□ Title (Prof/Dr) □□□□
Given name________________________ Family name________________________
Organisation (in English)________________________
Website__________________________________________________________
Title/Function and Department________________________________________
Street________________________ Postal / Zip code________________________
City________________________ Country________________________
Phone________________________ Fax________________________
(country code/city code/phone number) __________________________
Mobile________________________ Email________________________
(for being reached during the Congress)

Please indicate which sponsorship package you are interested in:
☐ Platinum:  15,000 EUR
☐ Gold:  10,000 EUR
☐ Silver:  7,500 EUR
☐ Bronze:  4,000 EUR
☐ Sponsor:  2,000 EUR
☐ Exhibition Booth: □ 700 □ 1,000 □ 2,000 EUR

Total: ................................. EUR

Payment information:
You will receive an invoice by ISOCARP.
A sponsorship is secured only on receipt of the sponsorship contribution.

Acceptance: I, the undersigned, agree to the terms specified and am authorised to commit to the conditions of this contract.

Signature:________________________ Date:________________________
Name:________________________ Function:________________________
INVOICE AND PAYMENT

To book your sponsorship to the 57th ISOCARP Congress, please send the booking form to congress@isocarp.org. You will then receive an e-mail confirming your reservation, the related invoice, and all information needed to proceed with payment. Your booking will be final only upon receipt of payment of the invoice. Sponsors are responsible for covering additional any banking fees.

TERMS AND CONDITIONS OF CONTRACT BETWEEN THE CONGRESS SPONSOR/EXHIBITOR AND ISOCARP

Please be aware that sending back the booking form to ISOCARP stands as a binding agreement. With this form, you agree that your name will be added to the official list of sponsors to the 57th ISOCARP Congress, November 2021.

1. ISOCARP reserves the right, at its sole discretion, to change dates upon which the Congress is held or to cancel the Congress, and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amount paid by the Sponsor to ISOCARP.

2. The Sponsor/Exhibitor shall not assign this contract or sublet the space or any part thereof or permit the same to be used by any other person, without prior written consent of ISOCARP. Any attempt to do so is null and void and will result in immediate cancellation of this contract without refund.

3. The Sponsor/Exhibitor shall comply with all rules and regulations set by ISOCARP for its congresses as well as those set by the country where the congress is held.

4. The Sponsor/Exhibitor hereby releases ISOCARP from any and all claims, losses or damages suffered in connection with the Congress, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits.

5. This contract may be cancelled by either party provided written notice is received by the other 15 days prior to the Congress.

6. ISOCARP reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, signs, panels, if in ISOCARP's opinion their presentation is objectionable to ISOCARP, its members, host country or to the other Congress participants.

7. The Sponsor shall provide one person during exhibition hours. In respect to this, ISOCARP has no responsibilities for Sponsor’s property damage or loss.

8. Goods must not be shipped to the venue/host country/congress with any shipping charges to be paid on arrival and any such goods will not be accepted by ISOCARP.

9. The sponsor is responsible for the placement and cost of insurance relating to its participation in the Congress. The Conference Organiser highly recommends all sponsors and exhibitors to have their own insurance.

10. The Sponsor agrees that no display may be dismantled or goods removed during the scheduled time of the Congress.

11. All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package.

12. All sponsors benefits are conditional on receiving payment, and receiving material in a timely manner. Failure to submit these items will be treated as a forfeit of sponsorship benefits.